

## WHAT IS CLAIMED IS:

1. A method for collecting data on a communication device user into at least one register of a customer register, comprising a product, the product comprising a product code  
5 and a product code transmitter for wirelessly transmitting the product code, a database for maintaining the customer register of said product code and at least one communication device capable of receiving said product code, the method comprising:  
receiving said product code by means of the communication device;  
transmitting the product code received wirelessly by means of the  
10 communication device and an identity code of said communication device and user data pre-stored in the communication device from the communication device through a communication network to a server; and  
storing said identity code and said user data on the communication device user by means of the server in said at least one register.  
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2. A method as claimed in claim 1, further comprising comparing said product code to product codes that already exist in said database and forming a reward in response to said comparison.
- 20 3. A method as claimed in claim 2, wherein forming a reward comprises forming said reward when the communication means user performs a purchase operation on the basis of said product code.
4. A method as claimed in claim 1, further comprising forming a reward in  
25 response to the received data on the communication device user.
5. A method as claimed in claim 4, wherein forming a reward comprises forming said reward to the communication device user.

6. A method as claimed in claim 3, wherein forming a reward comprises forming said reward to a reward account to which said received product code refers.

7. A method as claimed in claim 4, wherein forming a reward comprises forming  
5 said reward to a reward account to which said received product code refers.

8. A method as claimed in claim 6, wherein the reward account comprises the reward account of the owner of said product.

10 9. A method as claimed in claim 1, further comprising linking the information of said customer register with each other.

10. A system for collecting data on a communication device user into at least one register of a customer register, comprising:

15 a product, the product comprising a product code and a product code transmitter for wirelessly transmitting the product code;

a database for maintaining the customer register of said product code;

at least one communication device capable of receiving said product code;

20 reception means for receiving the product code by means of the communication device;

a server;

wherein the communication device comprises transmission means for transmitting the product code received by means of the communication device, an identity code of said communication device and user data pre-stored in the communication device  
25 through a communication network to at least one register of the customer register, and wherein the server is arranged to store said identity code and said user data in at least one register of said database.

11. A system as claimed in claim 10, further comprising product code comparison means, which means are implemented to compare said product code to product codes which already exist in said database.

5           12. A system as claimed in claim 11, further comprising reward formation means, which means are implemented to form a reward in response to said comparison of the product code.

10           13. A system as claimed in claim 12, wherein said reward formation means is implemented to form a reward when the communication device user performs a purchase operation on the basis of said product code.

15           14. A system as claimed in claim 10, further comprising linkage means for linking the information of the customer register with each other.

15           15. A device for collecting data on a mobile station user into at least one register of a customer register comprising a database for maintaining the customer register of a product code transmitted by a product code transmitter, the device comprising:

20           reception means for receiving the product code received by means of a wireless communication device, an identity code of said communication device and user data pre-stored in the communication device through a wireless communication network; and

              storing means for storing said identity code and said user data in said at least one register of the database.

25           16. A device as claimed in claim 15, further comprising product code comparison means, which means are implemented to compare said product code to product codes which already exist in said database.

17. A device as claimed in claim 15, further comprising reward formation means, which means are implemented to form a reward in response to said comparison of the product code.

5           18. A device as claimed in claim 16, further comprising reward formation means, which means are implemented to form a reward in response to said comparison of the product code.

10           19. A computer program product for collecting data on a communication device user into a customer register, the computer program product comprising computer program means for maintaining in a database the customer register of a product code transmitted by a product code transmitter of the product, wherein the computer program product further comprises computer program means for receiving the product code received by means of the communication device, an identity code of said communication device and user data pre-  
15           stored in the communication device, and computer program means for storing said identity code and said user data in said database customer register.

20           20. A computer program product as claimed in claim 19, wherein the computer program product further comprises computer program means for comparing said product code to product codes that already exist in the database.

25           21. A computer program product as claimed in claim 19, wherein the computer program product further comprises computer program means for forming a reward in response to said comparison of said product code.

22. A computer program product as claimed in claim 20, wherein the computer program product further comprises computer program means for forming a reward in response to said comparison of said product code.

23. A wireless communication device for collecting data on a communication device user into a customer register, comprising first reception means for wirelessly receiving a product code of a product, wherein the communication device further comprises transmission means for transmitting said product code, an identity code of said communication device and user data pre-stored in the communication device through a wireless communication network to a server.

24. A communication device as claimed in claim 23, wherein the communication device is arranged to receive information on the product to which the product code refers, in response to the transmitted said product code, said identity code and said user code.

25. A communication device as claimed in claim 24, wherein the communication device is a Bluetooth communication device.